

# Cohen for Congress General Election 2012

Order #: 1554-9269  
Revision #: 3  
Date: 10/10/2012 3:47 PM

**Client:** Cohen for Congress  
**Media:** TV  
**Product:** general  
**Market:** Memphis  
**Primary Demo:** Adults 35-64  
**Separation between spots:** 30

**Estimate:** 1554  
**Description:** cohen/2012/tv/Cohen for Congress-General  
**Flight Start Date:** 10/15/2012 05:00 AM  
**Flight End Date:** 11/6/2012 04:59 AM

**Buyer:** Susan Rogers  
srogers@archermalmo.com

**Vendor:** WPTY-TV  
65 Union Avenue  
Suite 500  
Memphis, TN 38103  
**Phone:** 901.523.2000  
**Fax:** 901.260.4356

**Vendor Code:** WPTYTV  
**Send Billing To:** archer>malmo

**Contact:** Laura Lovejoy  
**E-Mail:** llovejoy@abc24.com  
**Phone:** 321-7691  
**Fax:** 452-1750  
**Affiliation:** ABC 24

# 65623

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/15 10/22 10/29 11/5	Total Spots	Adults 35-64 Rtg/CPP
58	WThF 6:00a-7:00a ABC 24 NEWS B	EM	\$40.00	\$34.00	30	1 0 0 0	1	0.9 \$44.44 \$37.78
59	MTuWThF 6:00a-7:00a ABC 24 NEWS B	EM	\$40.00	\$34.00	30	0 3 3 0	6	0.8 \$50.00 \$42.50
60	MTu 6:00a-7:00a ABC 24 NEWS B	EM	\$40.00	\$34.00	30	0 0 0 2	2	0.5 \$80.00 \$68.00
61	WThF 10:00a-11:00a VIEW-ABC	DT	\$75.00	\$63.75	30	2 0 0 0	2	0.8 \$93.75 \$79.69
62	MTuWThF 10:00a-11:00a VIEW-ABC	DT	\$75.00	\$63.75	30	0 3 3 0	6	0.8 \$93.75 \$79.69
63	MTu 10:00a-11:00a VIEW-ABC	DT	\$75.00	\$63.75	30	0 0 0 2	2	0.9 \$83.33 \$70.83
64	WThF 6:00p-6:30p ABC 24 NEWS	EN	\$75.00	\$63.75	30	2 0 0 0	2	0.9 \$83.33 \$70.83
65	MTuWThF 6:00p-6:30p	EN	\$75.00	\$63.75	30	0 3 3 0	6	1.0

**Signature:** Sign & fax back all pages to 901-260-4356 or scan and email.

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WPTY-TV								
ABC 24 NEWS								
66	M 6:00p- 6:30p ABC 24 NEWS	EN	\$75.00	\$63.75	30	0 0 0 1	1	\$75.00 \$63.75 1.1 \$68.18 \$57.95
67	WThF 10:00p-10:35p ABC 24 NEWS<	LN	\$100.00	\$85.00	30	2 0 0 0	2	1.6 \$62.50 \$53.13
68	MTuWThF 10:00p-10:35p ABC 24 NEWS<	LN	\$100.00	\$85.00	30	0 4 4 0	8	1.9 \$52.63 \$44.74
69	M 10:00p-10:35p ABC 24 NEWS<	LN	\$100.00	\$85.00	30	0 0 0 1	1	2.0 \$50.00 \$42.50
70	Su 10:00p-10:35p ABC 24 NEWS<	LN	\$150.00	\$127.50	30	1 1 1 0	3	3.1 \$48.39 \$41.13
Total Spots:							42	53.5
Total GRP/GIMP(000):								\$62.34
Total CPP/CPM:								\$52.99
Total Cost:			\$3,335.00					

**ORDER**

**Orders**  
**Order / Rev:** 65623  
**Alt Order #:**  
**Product Desc:** General Election 2012  
**Estimate:** 1554  
**Flight Dates:** 10/17/12 - 11/11/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

**WPTY - ABC24**

**Primary AE:** Laura Lovejoy  
**Sales Office:** MEM  
**Sales Region:** Local

**Agency Name:** Archer Malmo Media M  
**Buying Contact:**  
**Billing Contact:**  
 65 Union Ave  
 Memphis, TN 38103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Cohen for Congress  
**Demographic:** A35-64  
**Product Codes:** US Congress  
**Priority:** P-4  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	22	\$1,810.00	\$1,538.50
10/29/12	11/06/12	20	\$1,525.00	\$1,296.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$1,810.00	\$1,538.50	0.00
November 2012	20	\$1,525.00	\$1,296.25	0.00
<b>Totals</b>	<b>42</b>	<b>\$3,335.00</b>	<b>\$2,834.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Lovejoy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	10/17/12	11/06/12	M-F 6a-7a News ABC 24 News at 6a	CM	6a-7a	MTWTF--	:30	3	\$40.00	P-4	0.00	NM	9	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					1	\$40.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$40.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$40.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$40.00		0.00			
N 2	WPTY	10/17/12	11/06/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$75.00	IPR	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					2	\$75.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$75.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$75.00		0.00			
		Week: 11/05/12	11/11/12	MT-----					2	\$75.00		0.00			
N 3	WPTY	10/17/12	11/05/12	M-F 6p-630p News ABC 24 News at 6p	CM	6p-630p	MTWTF--	:30	3	\$75.00	IPR	0.00	NM	9	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					2	\$75.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$75.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$75.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$75.00		0.00			
N 4	WPTY	10/17/12	11/05/12	M-F 10p-1035p ABC 24 News at 10p	CM	10p-1035p	MTWTF--	:30	3	\$100.00	IPR	0.00	NM	11	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 65623  
 Alt Order #:  
 Flight Dates: 10/17/12 - 11/11/12

Advertiser: Cohen for Congress  
 Product Desc: General Election 2012  
 Estimate: 1554

WPTY - ABC24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WPTY	10/17/12	11/05/12	M-F 10p-1035p ABC 24 News at 10p	CM	10p-1035p	MTWTF--	:30	3	\$100.00	IPR	0.00	NM	11	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		2				\$100.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		4				\$100.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$100.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$100.00		0.00			
N 5	WPTY	10/21/12	11/04/12	Su 10p-1035p ABC 24 News at 10p	CM	10p-1035p	-----S	:30	1	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$150.00		0.00			
		Week: 10/22/12	10/28/12	-----S		1				\$150.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$150.00		0.00			
													Totals	42	\$3,335.00

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WLMT/WPTY

**Date:**

10-10-12

I, Susan Rogers

being/on behalf of: Steve Cohen, a legally

qualified candidate of the Democrat political

party for the office of: U.S. Congress

in the 9th District

election to be held on: 11-6-12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As per emailed schedule.					

**Total Charges:**

WLMT - \$3130 gross

WPTY - \$3335 gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cohen for Congress Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Henry Turley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Susan Rogers

Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Susan Rogers - Archer Malm  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Susan Rogers

signature of candidate or authorized committee

Susan Rogers

printed name

10-10-12

date